

CLAIMS:

1. At least one perfluoro-organic compound as a solvent for melanin of keratin-containing fibers.

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2. The method of Claim 1, wherein at least one perfluoro-organic compound is selected from the group consisting of perfluorinated hydrocarbon, perfluorinated tertiary amine, perfluorinated alcohol and perfluorinated ketone.

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3. A composition for treating hair, the composition being an "oil in water" type emulsion having a dispersed phase comprising particles of at least one perfluoro-organic compound and a dispersion medium comprising water and an emulsifier in the proportion (% by mass): from 2% to 95% of the dispersed phase, from 0.01% to 10% of the emulsifier, and the rest being the dispersion medium, wherein the sizes of the particles do not exceed 0.5 μm .

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4. The composition of Claim 3, wherein the dispersion medium has a pH ranging from about 7 to about 12.

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5. The composition of Claim 4, further comprising an aqueous solution of ammonia or an organic base capable of altering the pH of the dispersion medium.

6. The composition of Claim 3, wherein the emulsifier comprises a surfactant.

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7. The composition as in Claim 6, wherein the surfactant is a water insoluble surfactant comprising a phospholipid, or the surfactant is a polymeric surfactant comprising a water soluble compound selected from the group consisting of proxanol, thymaxol and methylcellulose, or the surfactant is a water soluble low-molecule ionogenic surfactant comprising chromoxane.

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8. The composition of Claim 3, further comprising a thickener.

9. A composition for changing color of keratin-containing fibers, the composition being a “water in oil” reverse emulsion having an aqueous dispersed phase containing a bleaching agent or a dyeing agent, and a dispersion medium comprising at least one perfluoro-organic compound and an emulsifier in the proportion (by % mass): from 60% to 90% of the dispersion medium, from 0.01% to 10% of the emulsifier, and the rest being the dispersion phase, wherein the sizes of the particles of the dispersed phase ranges from about 0.1 μm to 5 μm .
10. The composition of Claim 9, wherein a concentration of the bleaching agent or the dyeing agent in the dispersed phase does not exceed 45%.
11. The composition of Claim 9, wherein the bleaching agent is an oxidizer.
12. The composition of Claim 11, wherein the oxidizer is hydrogen peroxide or a compound selected from the group consisting of persulfates, perborates, periodites, and perchlorates of alkali or alkali-earth metals.
13. The composition of Claim 9, wherein the bleaching agent is a reducing agent.
14. The composition of Claim 13, wherein the reducing agent is selected from the group consisting of sulfites of alkali metals, hydrosulfites of alkali metals, sulfites of alkali-earth metals, hydrosulfites of alkali-earth metals, thioacids, thiols, or oxalic acid.
15. The composition of Claim 9, wherein the bleaching agent comprises a thickener.
16. The composition of Claim 15, wherein the thickener is in the form of aqueous solution, gel or suspension.

17. The composition of Claim 9, wherein the bleaching agent or the dyeing agent contain a stabilizer.

18. The composition of Claim 17, wherein the stabilizer is in the form of aqueous
5 solution, gel or suspension.

19. The composition of Claim 9, wherein the bleaching agent contains an aromatizing substance.

10 20. The composition of Claim 19, wherein the aromatizing substance is in the form of aqueous solution, gel or suspension.

21. The composition of Claim 9, wherein the dyeing agent comprises a mixture is
15 dyes.

22. The composition of Claim 9, wherein the dyeing agent is an oxidizing dye, a natural dye, or a non-toxic textile dye.

23. The composition of Claim 9, wherein the dyeing agent is in the form of
20 aqueous solution, suspension or paste.

24. The composition of Claim 9, wherein the dyeing agent further comprises a surfactant.

25 25. The composition of Claim 9, wherein the dyeing agent further comprises an aqueous solution of ammonia.

26. The composition of Claim 9, wherein the dispersed medium has a pH ranging
from about 3.5 to about 14.

27. The composition of Claim 26, further comprising an aqueous solution of ammonia or an organic base capable of altering the pH of the dispersion medium.

28. The composition of Claim 9, wherein the emulsifier comprises a surfactant.

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29. The composition of Claim 28, wherein the surfactant is a water insoluble surfactant comprising a phospholipid, or the surfactant is a polymeric surfactant comprising a water soluble compound selected from the group consisting of proxanol, thymaxol and methylcellulose, or the surfactant is a water soluble low-molecule ionogenic surfactant comprising chromoxane.

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